

Fund Raising Classified as Major American Industry

By REYNOLDS KNIGHT
Philanthropy in these United States can now be classified as a major industry to which Americans annually contribute \$10 billion dollars. More than half a billion of this amount comes from corporate industry.

These are some of the facts gleaned from a new history of fund raising by Scott M. Cutlip, professor of Journalism of the University of Wisconsin.

"Fund raising in the United States: Its Role in American Philanthropy" represents four years of research and writing. It tells of the first naive effort at an organized Philanthropy" represents Mathew Carey, a public-spirited Philadelphian. In 1829 he organized an appeal to "citizens in circumstances" to contribute a single subscription of two or three dollars a year for humane work. The net result of this effort was \$276.50.

The first "whirlwind" campaign, organized along the lines of present-day fund raising, was by two ambitious and imaginative YMCA secretaries, Charles Sumner Ward and Lyman L. Pierce. In the decade 1905-1915 the two raised \$60 million for the YMCA through intensive campaign methods. Many of their procedures are used in fund-raising campaigns today.

STRONGER PARTNERS — Business and education leaders are taking steps to strengthen the partnership of the two through increased cooperation in areas other than financial, between the two fields.

One recent step was a conference at the Columbia University Graduate School of Business attended by presidents of leading institutions of higher learning and senior executives of some of the nation's largest firms. L. Walter Lundell, president of CIT Financial Corp., pointed out that the Gemini space flight of Majors McDivitt and White provided dramatic evidence of "cooperative joint effort on the part of education, business and government."

Among the college and universities represented at the conference were New York University, the University of Delaware, Southern Methodist, Rensselaer, Case Institute, Cooper Union, Bowling Green University, Tulane, the University of Florida, Claremont Men's College, Pomona and Fordham.

THINGS TO COME — Refrigerator air purifier that prevents odors from penetrating the food. Perforated steel purifier contains highly porous membranes packed with activated charcoal . . . Device for tape recorders is voice-actuated so that recorder starts with the sound of a person's voice and stops when the person stops speaking. Continued on-and-off switching is greatly reduced . . .

The only real cotton is 100 per cent cotton. Check the label on every cotton item you buy.



YOU'LL ENJOY IT MORE IF YOU GIVE BLOOD BEFORE YOU GO. RED CROSS BLOOD PROGRAM.

THE BIBLE SPEAKS TO YOU
SUNDAY, JULY 11th
7:45 A.M. - KFI - 640
This Week's Christian Science Program #171
"YOU CAN BE CONFIDENT"

Compass cutter for use in metal plate, plastic or thick wood makes holes and circles from 1 1/2 to 20 inches in diameter in one revolution. Reported able to cut through wood two inches thick and cold-rolled steel 1/8 inches thick.

ENVIRONMENT CONTROL — There are many ways of telling a corporation's story to the general public, and

one of these is the educational exhibit. A large corporation with 53 divisions and 2,000 products decided it wanted to base an exhibit on its major technologies—transfer of energy, control of environment and transformation of matter. To emphasize these points, Borg-Warner has opened a Science Hall in downtown Chicago, where visitors can operate scores of devices. In a unique chamber, they may experience rapid changes in temperature, humidity and odors, and at the same time, watch a motion picture on advances made in environmental control. The company stays "vital and up-to-date by recognizing that products tend to become obsolete, whereas people's needs do not," said Chairman Robert S. Ingersoll. "We do not think of our engineers as air conditioning specialists, for example," he continued, "but rather as environment control specialists."

BITS O' BUSINESS—Assets of life insurance companies during the first quarter rose \$2.18 billion to \$151.66 billion. Including mortgages on homes, farms and commercial properties, the total mortgage investment by life companies rose to 37 per cent of total assets. . . In first four months, Japan exported \$15 million worth of television sets to the U. S., compared with \$9 million a year ago . . . Nation's computer population of 25,000 installations now operating may double in the next five years . . . Motion picture industry says that in proportion to its total earnings, the industry says that in propor-

SCIENCE NEWS — First flight to circle the world over both poles is being planned for the fall for the purpose of collecting scientific data. Jet will leave Honolulu and head over the North Pole first, later making fueling stops at London, Buenos Aires, and Christchurch, New Zealand . . . Greatest uplift of land ever recorded took place during Alaskan earthquake last March when land rose more than 50 feet . . . Archaeologists find that Indians in Mexico had developed writing and accounting as early as 500 B.C. . . . Scientists are carefully tending oyster crops in artificial and natural salt ponds in Maryland under controlled conditions of temperature, salinity and pollution in effort to help the oyster industry thrive.

SAFeway JULY STOCK-UP SALE!

SPECIAL Zoo Brand Toilet Tissue White or colors • 3c off 4-roll pack 4 rolls 29¢	SPECIAL Vacuum Packed Yuban Coffee Regular, drip or fine grind 1-lb. can 69¢	SPECIAL Grade "AA" Fresh Large Eggs Cream O' the Crop (Mediums, dozen 31c) 1-doz. ctn. 35¢	SPECIAL Freestone Peaches Gardenide • Mixed Pieces • Delicious 29-oz. can 19¢
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Genuine Grade "A" Cornish Game Hens
Manor House or Dover brand
Plump meaty hens from scientifically fed flocks. Tender and flavorful. Ideal for outdoor or indoor barbecuing. Quick frozen to retain farm-fresh flavor. Fill your freezer at this low price!
Random weights, 25 to 31 ounces
lb. 39¢

SPECIAL
Scotch Treat Orange Juice
Flash Frozen, Concentrated
7 1/2-oz. cans **\$1**

Sliced Bacon
Farmer John — First Quality
Regular or Thick Sliced
1-lb. ctn. **69¢**

Boneless Beef Steaks
USDA Choice Beef Aged and Trimmed
• Sirloin Tip
• Top Round
• Family Steaks
lb. 98¢

SPECIAL
Hi-C Fruit Drinks
Choice of six flavors.
46-oz. can **29¢**

Large Bologna
Delicious served cold or hot
Random weight pieces
lb. 39¢

Boneless Beef Roasts
• Sirloin Tip
• Shoulder Clod
• Rump • Round
lb. 89¢

SPECIAL
Libby's Tomato Juice
Fresh pressed. Fresh Tasting
46-oz. can **29¢**

Liver Sausage
Fresh • Fine for sandwiches
Random weight pieces
lb. 39¢

Bakery Specials
Assorted Fruit Rolls
Freshly baked Danish Coffee Cake Fruit rolls with assorted fruit fillings
12 39¢
Jelly Rolls Reg. 33c Save 4c each **29¢**

SPECIAL
Highway Applesauce
Creamy smooth. Flavored
9 1/2-oz. cans **\$1**

SPECIAL
Peech Brand Dog Food
Regular or Liver Flavor
12 1/2-oz. cans **\$1**

What A Buy!
Ecko Stainless Steel "Pan & Platter" Hamburger Turner
With dishwasher-proof Melmac handles
each **69¢**
Also Available
Potato Masher, Fork or Slotted Spoon . . . ea. 69¢
Other Matching Completer Pieces . . . ea. 89¢

Save More — Shop Safeway

Kotex Napkins For Feminine Hygiene Regular or Super	pkgs. of 12	39¢
Soft Drinks Cragmont Assorted Deposits Are Extra	5 quart bottles	\$1.00
Baby Foods Gerber's Strained Juices, Fruits, Vegetables	3 jars	31¢
Enriched Flour Kitchen Craft For all baking	5 -lb. bag	39¢
Golden Corn Green Giant Incl. 8c off Cream Style	4 17-oz. cans	75¢
Pure Preserves Empress Old Fashioned Strawberry	3 10-oz. jars	\$1.00
Welch Grapeade or Apple-Grape Drink	3 32-oz. cans	\$1.00
Chunk Tuna Sea Trader Light Meat For salads, sandwiches	4 6 1/2-oz. cans	\$1.00

Watermelons
Red ripe and luscious, straight from the finest melon patches. Every one guaranteed thumpin' good!
Half Melons, each 29¢
Quarter Melons, each 19¢
Whole Melons each **49¢**

Fresh Plums Santa Rosas **2 lbs. 29¢**
Lettuce Large Crisp Heads For Salads, Sandwiches **2 for 29¢**

Lemons Thin Skinned Full of juice **2 lbs. 29¢**
Oranges California Valencia Large, Sweet, juicy **5 -lb. bag 69¢**
Green Beans Kentucky Wonders **lb. 25¢**

SAFeway
Prices effective Thurs. thru Sun., July 8, 9, 10, 11, 1965 at your local Safeway store.
TORRANCE: 4705 Torrance Blvd., also Western and Carson
REDONDO BEACH: 245 Palos Verdes at Catalina
LOMITA: Pacific Coast Hwy. at Narbonne